

## ABSTRACT

A system and method is disclosed for extending the visual presence of a web site on the next visited site. Users view pages from RLS member web sites over the Internet. As the user clicks on a link from one member web site to a host member web site, the user views icons, logos, and other text and indicia from the sponsoring member web site. These logos and other indicia may also function as dynamic links returning the user to the referring web site. In this manner, advertising on host web sites can be targeted to users based on where the user came from. The RLS system further includes a search engine which can link all members of the RLS system and automatically create affiliations for advertising and unused web space. Therefore, the return link system encourages referrals, makes advertising more efficient, and encourages and simplifies business affiliation. The RLS system may further simplify browsing for users making it possible to return to web sites that were visited earlier in a session or in a previous session. The RLS system also provides a way for compensation to be paid to referring web sites, allows participation of non-web based participants, and identifies affiliates for preferential treatment.